

Winter Holiday

OUTLOOK

TRAVEL AND SHIPPING

FLORIDA

Orlando, Fort Lauderdale and Miami are the top domestic destination for travelers in 2025 over the winter holidays.

122.4 M

The estimated number of travelers over the winter holidays in 2025 by auto, air or other means.

89%

Plan to drive this holiday season.

DEC. 26

Busiest air travel day this year.

9TH

Missouri has the 9th most miles of interstate highway in the U.S.

14TH-21ST

Dec. 14-21 will be the busiest mailing, shipping, and delivery week.

LOCAL FACTS

NOEL, MO



Once a year, a city in McDonald County changes the pronunciation of its name for a very special postage stamp. The city of Noel, pronounced "Nole," becomes "Noel" (no-ell) this time of year for the annual Christmas postmark.

The 90-year tradition lives on, as volunteers work in the post office lobby from Thanksgiving to Christmas Eve to affix a special stamp on the incoming letters. This year, they expect to stamp more than 50,000. Over the years, cards have come in from across the nation and the world.



1,944

Number of acres dedicated to Christmas tree production in Missouri in 2022.

\$1.12 M

The estimated value of Christmas tree production in Missouri in 2022.

21,461

Christmas tree inventory in 2022 measured in trees.

SPENDING PLANS

203 MILLION

A record number of consumers shopped over the five-day holiday weekend from Thanksgiving day through Cyber Monday this year. This figure is up from the estimated 186.9 million shoppers that were expected to be out purchasing holiday items.

91%

Percent of consumers who plan to celebrate the winter holidays, including Thanksgiving, Kwanzaa, Hanukkah, and Christmas, and big shopping days, such as Black Friday, Small Business Saturday, Cyber Monday, and Super Saturday.

\$890

The average amount shoppers plan to spend overall on gifts and holiday items this year.

50%

Clothing is the No. 1 gift item, followed by gift cards (43%), toys (32%), food or candy (28%), and books or other media (28%).

3.7-4.2%

NRF forecasts holiday spending will reach record levels during November and December, growing between 3.7% and 4.2% compared to last year, and surpassing \$1 trillion for the first time in history.

55%

The internet remains the most popular source for shopping, with 55% of shoppers purchasing gifts online. Other shopping destination include grocery stores (46%), department stores (44%), and discount stores (42%).